

THE L.E.A.D SYSTEM

How Our Members Are
GROWING & SCALING
THEIR BUSINESS



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The L.E.A.D System: How Our Members Are GROWING & SCALING THEIR BUSINESS

MyNAMS is a trusted name in online business training for entrepreneurs looking to create freedom, flexibility, growth and wealth with their online business.

Listen, no one wants to spend hours learning stuff.

We all want a quick hit, quick fix to our problems.

Especially our business problems.

Everyone, including myself, has said “If only I could...(insert your big dream here).”

The truth is you can achieve your dreams, but it’s not going to happen with shiny, whiz bang, push button tools.

It just doesn't work like that.

It takes being proficient in marketing and business building skills. You don’t go to work at NASA without having a VERY specific skill.

Why would you try and run a business without the skills an entrepreneur needs?

Listen, I’m not here to teach you how to learn how to be a basket weaver and start your own basket weaving coaching program. (Sorry the basket weaving comment really is to just make my point.)

I’m here to teach you how to create a business around a skill you ALREADY have, and are already trying to develop a sustainable and automated business with that skill. I’m here to teach you how to market, grow and make money for your business, long term.

You know what I love the most about being in business?

Making it BORING.

Boring is profitable.

Boring is dependable.

Boring is scalable.

I'm the happiest when my day is predictable. .

No fires.

I can stay on track with the projects I know will keep me moving forward to my goals.

Because when your business is stable, and revenue is growing, the results are anything BUT boring.

Am I constantly learning?

Yes.

You should be too.

But before you try to dip your toe into complex marketing projects or tracking programs or dropping a ton of money on paid advertising, you HAVE to have an in-depth knowledge of business fundamentals.

Yup. Boring. I know.

I promise though, when you don't spend your time banging your head against the wall trying to understand advanced marketing concepts and strategies that you have no idea how to implement, but instead focus on the predictability of HOW to run a business, you'll welcome boring EVERY.SINGLE.DAY

You know why?

Because your LIFE is no longer boring.

You get to do that stuff you want - *not boring*.

You get to spend time with the people you want - *not boring*.

You get to buy the stuff you want - *not boring*.

You get to travel to the places you've dreamed of - *not boring*.

Your business runs smoothly bringing in leads and revenue every day - **NOT BORING**.

So how can you have a really boring business but a REALLY exciting life?

At NAMS, we're committed to business fundamentals because we know they make money.

Every activity we do falls into our L.E.A.D System.

We believe these are the fundamental areas that help businesses make money.

If you want a boring business but exciting life, stick with me here because we're going to talk about exactly what that takes.

So, what exactly is the L.E.A.D System?

L. List Building

You should be adding new people to your list every single day. There are some really advanced techniques you'll want to start using once you've got your list building efforts really cooking but here are some of the best ways to consistently add new prospects and leads.

Lead Magnets – Yup. Lead Magnets work. That's why everyone uses them. But different lead magnets work well for different niches and industries. You'll have to test them. Before you shut me down here, testing is the backbone of business. Get used to it.

To create sustainable and predictable revenue, testing **MUST** be a component of every piece of your business.

Here are some of the most popular types of lead magnets to test:

- Checklists
- Templates
- Video
- Mini eCourses
- White Paper
- Swipe Files
- Reports & Case Studies
- Webinars
- Strategy sessions

There are tons of things you can do here but if you're struggling to figure out what types of lead magnets will work best for your niche, these are a good place to start.

So how do you actually create those lead magnets? Determine what content is right, how to build it, format it and launch it?

We'll get to that down below.

- Content Distribution – How do you get those lead magnets in front of your best prospects? Of course, there's a couple of ways. Let's talk free and paid.

FREE Content Distribution You'll need landing pages for your lead magnets. You'll also need a way to build your rapport with potential prospects and your existing list.

One of the most popular ways to do this is with blog content or YouTube video content. You'll create your blog or video and link to your lead magnet in your call to action. Then you'll post your content on as many channels as possible. Facebook, Twitter, Medium, Instagram, Pinterest...wherever your prospects are hanging out.

Free content distribution takes longer than paid advertising. But it's an essential piece of marketing and building your rapport. We'll talk more about that under our marketing section.

Paid Content Distribution

I use paid advertising to quickly gather new opt ins for my list. I use the same content as above, but I pay for traffic. I use Facebook, Solo Ads, Affiliates (yes affiliates are paid ads because you're giving up a piece of potential revenue), YouTube ads and Google Ad Words.

This is a very high-level overview of the tools you can use to list build on a daily basis. If list building is where you really need to focus on in your business right now, we can help. We have dozens of products on creating content and list building in our product catalog.

E. Email and Marketing Activities

You should be using email to market your business every single day. But of course, there are other ways to market your business that don't involve email.

Let's start with email though.

Email gives businesses the highest ROI of any marketing activity. That's why EVERYONE uses it. But it's also why your inbox is overflowing with emails. In order to email your list, you have to have a list though, right?

Total Catch 22.

Do you see a trend here? This is why you have you focus on list building activities daily as well.

So how do you wade through all the noise and make sure your emails get opened, read and get a click?

You have to provide valuable content for your list. Of course, you'll make offers to your list as well.

But remember, an offer isn't always something to buy.

When putting together any piece of marketing you always want to know what your ultimate CTA (call to action) is for that marketing piece. Sometimes it's clicking to read a blog post. Sometimes it may be clicking to take a survey or hitting reply to the email and answer questions or give feedback.

But ultimately you want to figure out your email marketing style and work on creating email copy that your list wants to devour the second you hit send.

Other marketing activities

You'll find you'll also need to focus on additional marketing efforts. This may be SEO, paid advertising to your products, running contests, doing interviews, creating a podcast. The list is endless.

My advice is to pick one. Master it. Optimize it. Get it running in an automated fashion and then move on to the next.

These marketing activities seem to be really similar to your content distribution activities, don't they? Well they are.

But the marketing piece of this is more detailed. This is where you want to make sure you have funnels built, products to sell, and this is where you're going to really focus on your brand.

The term marketing is pretty vague, I get it. But if we tried to talk about "how to market your business" in this article, you'd still be reading it next year.

There's so many different marketing strategies you can use for your business but the key is finding the best marketing channels for your niche and nail it.

Again, **we can help you with this**. I'll tell you more about that shortly.

A. Affiliate Marketing

Affiliate Marketing is an incredible way to add revenue to your bottom line.

Before you keep scrolling and say affiliate marketing isn't for me, let's chat a minute about why affiliate marketing IS for you.

When you build a community of folks who trust you, they begin to ask you for referrals on products you use and have already vetted. There's this commercial out there right now for a home contractor referral service.

The commercial goes something like this:

Man #1: "Hey Tom, I'm looking for someone to help me remodel my bathroom. Do you know anyone?"

Tom: "Ya, actually I used a company..."

Man #1 Interrupting Tom: "Great. Could you give them a call, set up a time to get an estimate for me and have them send over a list of referrals?"

Tom: Just stares at his friend...

Affiliate marketing works in a similar way. Your customers will rely on you to vet, interview and make solid recommendations on the tools and services they should use.

Here's a couple of examples on how you can easily use affiliate marketing to increase your revenue in any niche:

If you're a business coach - Create a Top 10 Favorite Tools Guide. Include it in your members area, inside your products, on your website and in your support desk.

If your clients are interested in growing their business, they're likely looking for tools that you already use. You get paid for making the introduction. If you run a gardening blog - Again tools you love will be a huge hit. Gardening gloves, knee pads, great sprinkler systems...

Are you seeing a trend here?

People in general don't want to have to do the research themselves and they love to know their peers, friends and mentors are using the same products they are.

Affiliate marketing doesn't have to be your sole revenue stream. But it can be a significant addition and that's why we do a ton of training about affiliate marketing and how to be successful with it.

D. Doing

You have to implement every day. That means being more productive with your time. That means using a team and tools to create systems and processes. That also means keeping your head right.

We all have days where we melt down.

It feels like nothing is working, no one likes us or our products, the team needs too much supervision, the family needs too much from you...it's all just too much.

Life happens.

And it happens to everyone.

It's how you manage it and how you move forward that counts.

That's why productivity, business operations, implementation and mindset are so important.

Our world today is full of advice.

Some of it is good. Some of it... not so good.

Some tactics and strategies will work great for one person but not for another.

That's how it is.

BUT when you know the principles and foundations of running a business, you can quickly make decisions that are right for your business because you're educated.

You know what you need. You know what you're missing. You know what you need help with. When you get that help, you can implement it.

And that my friend is how you knock out those meltdowns and move past the overwhelm.

So how do our members use our training and our system to increase leads, sales and production?

They nail the fundamentals.

They get support and feedback from [our community](#).

This is priceless.

How many times have you stared at a problem for entirely too long and finally asked for help only to realize the solution was super simple?

Don't worry it happens to all of us.

Our goal is to ensure our members are never tackling problems alone.

Here's what some of our current members have to say about our [exclusive Insiders Club community](#).

Amy *"I improved my list from 5 to more than 840 in six months. And then my four products with a landing page, email funnels, all of that, were finished in a 10-month period."*

Lou *"Since I've been a member, my income has at least doubled, if not more"*

Cathy *"I've actually tripled my time off while making more money"*

Christine *"It's the best group of people I've ever been associated with online, bar none."*

Martin *"What you bring to the table, for me, is that grounding in the fundamentals that we all know and forget."*

If you've been looking to find a home with other dedicated, successful, genuine, serious, and fun entrepreneurs, check out the MyNAMS Insiders Club. [Click here](#) to get all the details and hear everyone's story!

We look forward to seeing you on the inside!



MyNAMS

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